



Kelsey C. Hendry

Graphic Designer

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Education

B.S. in Graphic Design

Drexel University

September 2017 - March 2022

Minors in Communications and Fine Arts
Luminary Scholar, Pennoni Honors College
Dean's List, Fall 2017-Present
Founder's Scholarship, Fall 2017-Present

Skills

Art & Design

Adobe Creative Suite
Packaging Design
Publication Design
Typography
Photography
Miro

Web Design

HTML 5 - SCSS
Sketch
CodeKit
GitHub
Greensock
Abstract

Marketing

Branding / Identity
Logo Design
Social Media Mgmt
Hootsuite

Communications

Copyediting
Research Writing
Journalistic Writing
Press Releases

Activities & Associations

Flat Bastard Racing

Co-Owner, Designer

October 2021 - Present

Professional Photographers of America

Member, Student

July 2021 - Present

Drexel Women's Rugby

Secretary Fall 2020

September 2017 - August 2021

Eastern Pennsylvania Rugby Referee Society

USA Rugby Certified L1 Referee

September 2019 - August 2021

Experience

Marketing, VAC Motorsports

04 January 2021 - Present

Developed brand design system, applied to product packaging, company merchandise, and developed 2021 catalog.

Maintained and updated digital inventory system as well as website product photos, pricing, and information.

Managed print advertisements by regularly designing and sending updated ads to publishers from PRI, SEMA, Race Technology, and Race Car Engineering.

Established relationships with vendors and publishers, tasked with maintaining merch and promotional material inventory.

On-site product photography and event photography at company-sponsored BMW CCA track events.

Represented company at 2021 Performance Racing Industry convention in Indianapolis, IN.

Art Director, LitEQ Literary Magazine

Fall 2020 - Spring 2021

Designed and edited publication layouts using member-generated material.

Edited photos to adhere to organizational branding via Lightroom and Photoshop.

Developed organization's social media strategy.

Directed creative team meetings and delegated creative tasks to members.

Coordinated with other team leaders to generate and maintain publication deadlines, plan special issues, and determine organizational direction.